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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

November 25, 1944 No. 85

VICTORY GARDENS. . . . Some indication of the scope of the National Victory Garden conference to be held in Washington on November 28-29 is shown by the following list of topics and speakers: Town and Farm People Still Need a Better Home Food Supply, by Gov. Prentice Cooper of Tenn.; Why We Should Keep on With our Home Gardens, by War Food Administrator Marvin Jones; Gardens Now and After Victory, by Director of Extension, M. L. Wilson; A Suggested Victory Garden Program for 1945, by H. W. Hochbaum, of the Extension Service; How to Make America More Beautiful, by Richardson Wright, Editor in Chief, House and Garden; Gardening in an Army Hospital, by Mrs. Stephen J. Van Hoesen, New York City; The Need for More Home Fruit Planting, by J. H. Gourley, Chairman of Ohio State University, Department of Horticulture; and Present and Post-war Needs for Industrial Gardens, by Lester J. Norris, Illinois Food Director. Various committees have been designated to work out specific phases of future garden programs.

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"EFFICIENCY PAYS" is the slogan for the current 8-Point Dairy Program. As an aid to putting this program over, a kit of materials has been prepared which contains these materials: (1) A "why" statement on each of the 8 points; (2) a suggested leaflet for the various states to adapt to local use; (3) a series of a dozen proofs of 2-column mats which can be purchased from the Dairy Industry Committee; (4) a series of 12 letter inserts carrying out the same idea as the mats, and 8 letter inserts, and 8 miscellaneous letter inserts, all of which are also available from the Dairy Industry Committee; (5) a suggested barn chart on which dairymen may keep milk production and breeding records; (6) a suggested 4-H Club demonstration outline; (7) miscellaneous radio tips; (8) suggested short course for Dairy Industry representatives who want general information about efficient dairying. These kits are scheduled to go out to State Extension offices and State Dairy Industry representatives. For further details about this campaign get in touch with the Extension Editor.

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"The FAMILY SIZED FARM has a place--a very large place--in the kind of agriculture we can and must build for this Nation after the war. In strengthening and encouraging the independent smaller unit we will not be compromising with the need for full and efficient production--we will be contributing to it. Let us never forget that farm prices and farm incomes, however important they may be, are mere index figures--human well-being, health, security and happiness--for both city people and farm people--are our real goals. We must never lose sight of those aims, or let up in our drive to attain them"--Secretary Wickard in an address at the annual convention of the National Farmers' Union, Denver, November 21, 1944.

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CHICKEN SET-ASIDE ORDER. . . . A 100 percent chicken set-aside order is impending for the Del-Mar-Va (Delaware, Maryland, Virginia) poultry area and Shenandoah Valley and nearby West Virginia area. The reason for set-aside is that the Army, acting as buying agent for all armed forces, is currently 110 million pounds short of chicken for minimum service feeding requirements. The consumer market from New York to Richmond will likely be affected by this order.

TO HOLD PRICES DOWN! . . . From various parts of the country reports have come in indicating active cooperation by both grocers and consumers in the Grocer-consumer Anti-inflation Campaign. Here are some of them: NEW YORK CITY...Consumers and grocers set up OPA Regional Administrator Dan Wooley in business as a storekeeper in model grocery store. He demonstrates the correct way to post charts, and describes highlights of the campaign to visiting students and members of consumer organizations who visit the store. . . KANNOPOLIS, N.C. ... Merchants are offering a discount to any customer who finds a selling price above the ceiling price. . . ST. JOSEPH, MO., . . . The mayor of this city has taken the lead in calling for cooperation of all merchants and shoppers. . . SIOUX CITY, IOWA ...Special window displays about the campaign have been set up in grocery store and utility company windows. . . FLINT, MICHIGAN....Local power company has made available a big electric sign to spell out campaign slogan in letters three feet high--"Let's Team Up To Keep Prices Down."

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AGRICULTURAL LEGISLATION. . . . On November 20, Representative Flannagan of Virginia was named Chairman of the House Committee on Agriculture; the House Select (Smith) Committee to Investigate Executive Agencies submitted a report recommending a bill to create a Joint Legislative Staff Service for Congress, a Joint Committee on Appropriations, a Joint Committee on Executive Agencies and Procedures, and a Joint Committee on the Organization of Congress. On November 22, Senator Thomas of Oklahoma was named Chairman of the Senate Committee on Agriculture and Forestry; the House passed a bill to amend the Federal Crop Insurance Act so as to provide for insurance of wheat, cotton, flax, corn, tobacco, rice, peanuts, soybeans, sugar beets, citrus and other fruits, tame hay, oats, barley, rye, dry beans, and potatoes and other vegetables, but to put the operation of the program on a somewhat more conservative basis.

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"FOOD FOR THOUGHT" is the tentative title of a movie to be produced by Walt Disney for release next spring. It will be a typical Disney cartoon short designed to demonstrate the importance of eating the right food. Through OWI and the War Activities Committee of the Motion Picture Industry it will be shown commercially in approximately 16,000 theaters after which 16 mm. prints will be available from the Cereal Institute for non-commercial showings. This movie is being made at cost by Disney, which cost is being paid by the Cereal Institute. Warner Brothers are paying the cost of the 35 mm. prints for commercial showings as their contribution to nutrition education. Plans are being drawn up to promote attendance where this cartoon short is shown. Department field staffs will be able to play a big part in the carrying out of these plans.

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REGIONAL RADIO ANNOUNCEMENTS. . . . The most recent summary of OWI regional announcements shows that for the week of November 6 the following agricultural topics were played up: Need for high grade cotton, California; Forest Fire prevention, Calif., E. Tex., E. Okla., La., Ga., Fla., Ala., Miss., and Tenn.; Use more sweet potatoes, N.Y., N.J., Pa., D.C., Wilmington, Dela., and Md., Timber production, Minn., Va., N.C., and S.C.; Soil Conservation, S.D.; Eat more fish, Indianapolis, Ind., Des Moines and Sioux City, Iowa.

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MAIL EARLY is the timely subject of the December 2 CONSUMER TIME radio show. Postmaster General Frank C. Walker will be the guest star on this special program and will remind listeners to do their mailing early because the greatest Christmas mail in history is expected this year.

AGRICULTURAL OUTLOOK MATERIALS. . . . Most of the materials that were prepared for the 22nd Annual Agricultural Outlook Conference are now available upon request to the Bureau of Agricultural Economics, Washington, D. C. Here are the topics discussed and the names of the persons who discussed them: Agriculture's Balance Sheet--Now and in World War I, by Norman J. Wall, Head of BAE's Ag Finance Division; Production Adjustment--1945 and Post-war, by Sherman E. Johnson, Head of BAE's Division of Farm Management and Costs; Maximum Prices with Respect to Agricultural Commodities, by Robert H. Shields, Solicitor for WFA and USDA: The General Food Situation, by J. P. Cavin, Associate Head of BAE's Division of Statistical and Historical Research; and Wartime Family Living, prepared by the Family Economics Division of BHN&HE.

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ANOTHER TRANSCRIPTION ON A POST-WAR TOPIC was cut last week and will soon be sent out for use in the Timely Farm Topics series of radio transcriptions. "Health Parity for Farmers" is the title of the new recording in which it is pointed out that "No post-war goals for American agriculture would be complete without some plans for better rural health." Participating in the discussion is Dr. Frederick D. Mott, National Activity Leader for the Interbureau Working Group on Rural Health and Sanitation, Mrs. B. M. Carper, a farm woman of McLean, Va., and C. A. Bond of the USDA's Radio Service.

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USDA RELEASES OF SPECIAL SIGNIFICANCE. . . . WFA sells $1,219,748 worth of food during October--3596; Rationing of corn pickers terminated--3606; Proposed 1945 support prices on farm products--3607; Lend-lease food deliveries increased in October--3609; Wickard says cheap wages threaten family-sized farms--3615; 1944 corn loan rates--3618; Current developments in the farm real estate market--3626; Less phosphate fertilizer in prospect--3633.

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OTHER RELEASES OF SPECIAL IMPORTANCE. . . . Producer's price for snap beans adjusted downward for December--OPA-5015; Retail prices of fertilizers established--OPA-4996; Manufacturers of insecticides may apply for price adjustments--OPA-T-2771; Ceiling prices for 1944 crop of burley tobacco to be established--OPA-T-2765; No price increase for blended maple syrups is needed--OPA-T-2763; Action taken regarding the reduction of ration point value of food to prevent loss from spoilage--OPA-T-2741; Ceiling prices established for prepared flour mixes--OPA-T-2746.

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4-H'er ON FARM AND HOME HOUR. . . . The December 2 Farm and Home Hour will be a live broadcast from Chicago in which Connie B. Gay of the USDA's Radio Service will interview several 4-H Champions who will be attending the National 4-H Club Congress which opens in Chicago on December 4.

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